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WHAT IS CLAIMED IS:

1. A method of decreasing an insect population comprising contacting a member of said population, a food supply or habitat of said member with a composition comprising at least about 0.1% alpha-hexyl cinnamic aldehyde, whereby said insect population is decreased.
2. The method according to claim 1, wherein said composition comprises about 0.1% to 5.0% alpha-hexyl cinnamic aldehyde.
3. The method according to claim 1, wherein said compositions comprises about 5% to 20% alpha-hexyl cinnamic aldehyde.
4. The method according to claim 1, wherein said member is a flea.
5. The method according to claim 1, wherein said member is an ant.
6. The method according to claim 1, wherein said member is a louse.
7. The method according to claim 1, wherein said member is a larva.
8. The method according to claim 7, wherein said larva is a louse larva.
9. A method of decreasing a population of fleas comprising contacting at least one flea of said population, a food supply or habitat of said flea with a composition comprising alpha-hexyl cinnamic aldehyde in an amount suitable for decreasing said population.
10. The method according to claim 9, wherein said composition comprises at least about 0.1% alpha-hexyl cinnamic aldehyde.

11. The method according to claim 9, wherein said composition comprises about 0.1% to 5.0% alpha-hexyl cinnamic aldehyde.
12. The method according to claim 9, wherein said composition comprises at least about 5% alpha-hexyl cinnamic aldehyde.
13. The method according to claim 9, wherein said composition comprises about 5% to 20% alpha-hexyl cinnamic aldehyde.
14. A method of decreasing a population of lice comprising contacting at least one member of said population, a food supply or habitat of said member with a composition comprising alpha-hexyl cinnamic in an amount suitable for decreasing said population.
15. The method according to claim 14, wherein said composition comprises at least about 0.1% alpha-hexyl cinnamic aldehyde.
16. The method according to claim 14, wherein said composition comprises about 0.1% to 5% alpha-hexyl cinnamic aldehyde.
17. The method according to claim 14, wherein said composition comprises at least about 5% alpha-hexyl cinnamic aldehyde.
18. The method according to claim 14, wherein said composition comprises about 5% to about 20% alpha-hexyl cinnamic aldehyde.
19. A method of decreasing a population of larvae comprising contacting at least one member of said population, a food supply or habitat of said member with a composition comprising alpha-hexyl cinnamic in an amount suitable for decreasing said population.
20. The method according to claim 19, wherein said member is a louse larva.

21. The method according to claim 19, wherein said composition comprises at least about 0.1% alpha-hexyl cinnamic aldehyde.
22. The method according to claim 19, wherein said composition comprises about 0.1% to 5% alpha-hexyl cinnamic aldehyde.
23. The method according to claim 19, wherein said composition comprises at least about 5% alpha-hexyl cinnamic aldehyde.
24. The method according to claim 19, wherein said composition comprises about 5% to 20% alpha-hexyl cinnamic aldehyde.
25. The method according to claim 19, wherein said composition is a shampoo.